

Editorial Content

An indispensable read for the weekend

- Launched in 2002, The Edge Singapore has become the fastest growing newspaper in the country.
- As Singapore's only weekly business and investment newspaper, it has quickly evolved into a highly regarded medium by both readers and advertisers. It is today an indispensable weekend read that provides an **Independent, In-depth** and **Indispensable** coverage of corporate news and issues in Singapore and the regional markets.

Editorial Content

An indispensable read for the weekend

CORPORATE

Covers business news, micro & macro economic news, mergers & acquisitions, boardroom activities of public listed companies

CAPITAL

Covers in-depth analyses & views of the Singapore & regional stock markets. The section's focus on broker calls, earnings estimates, insider actions and technical trading are the gist and grist for capital market professionals.



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CITY & COUNTRY

A comprehensive coverage of local and regional real estate & property news for residents and investors.



PERSONAL WEALTH

A personal finance and planning section that helps readers grow and protect their personal wealth. It covers private banking, funds, insurance, alternative investments, retirement & philanthropy.



Editorial Content

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OPTIONS

A guide to the good life. It informs the reader of the finer things in life such as performing arts & theatre, hobbies, dining, motoring, travel, health, fashion & sports

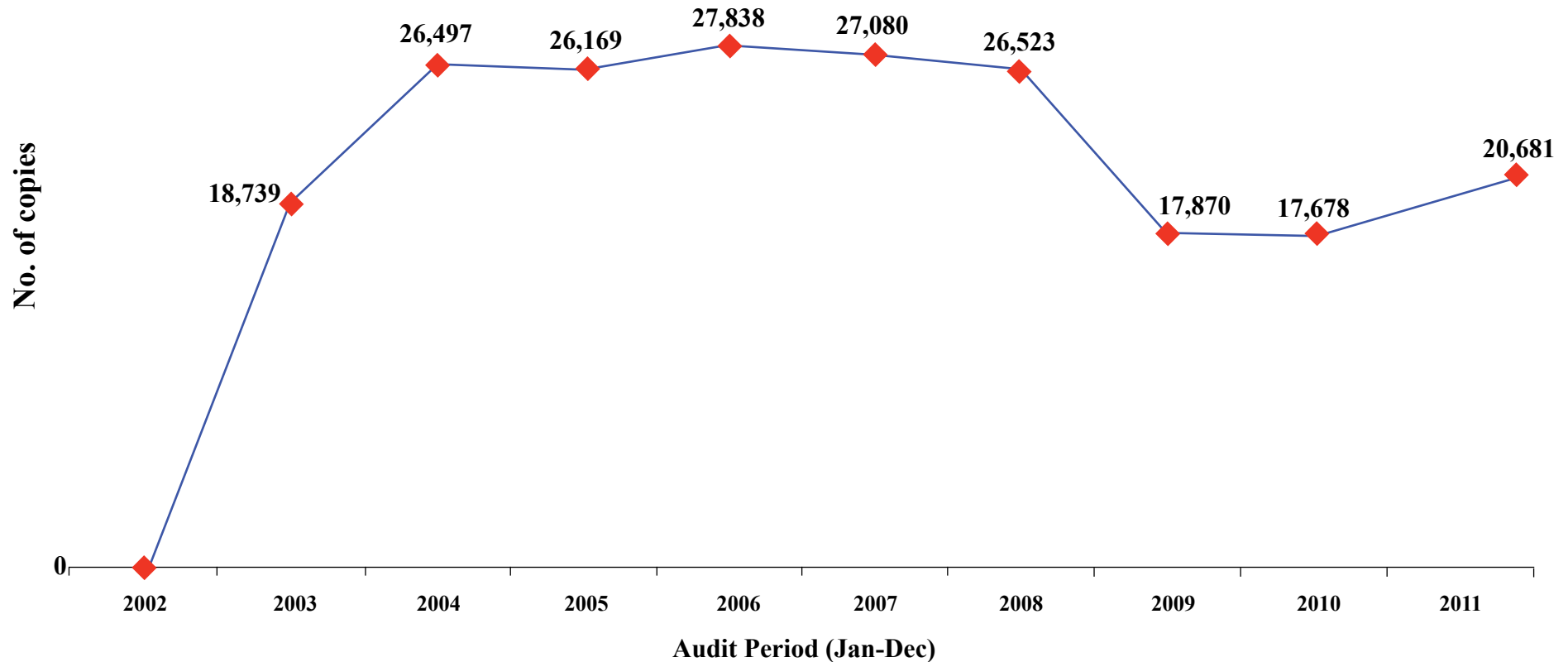


MANAGEMENT@WORK

Covers leadership, executive learning, development of human capital, management, business continuity and technology business.



Circulation Trend



Subscriber Database

Since its launch in March 2002, **THE EDGE** Singapore's audited circulation numbers have grown consistently. This reflects a significant achievement considering that the publication's readership comprises affluent, investing savvy and influential individuals and decision makers.

However, the dip in 2009/2010 is mainly due to the global financial crisis and economic uncertainty. We expect the circulation to grow as the global and regional economy recovers.

* Audit conducted annually by Audit Bureau of Circulations Singapore (ABC), formerly known as Media Circulation Services (MCS). ABC is the advertising industry's independent body that provides audit and verification of the circulation of print media.

Total Audited Circulation

2011 - 20,681*

*(Jan 1 - Dec 31, 2011)

**The Edge Singapore is the highest circulating,
weekly business publication**

Other Distribution Channels

The Edge Singapore is available at major bookstores & newsstands including **Borders, Harris, Kinokuniya, MPH, Popular, Times** and **Times Newslink**, selected petrol kiosks and convenience stores.

A Quality Newspaper for the Highly Discerning Reader

- **Satisfied Readership:-** With its growing number in circulation and subscription, THE EDGE has become a staple read for top management executives and professionals. This is evident in the readership survey, which indicated that 98% of respondents were satisfied with THE EDGE
- **Weekend Read:-** Time is precious and for this reason, THE EDGE is delivered to the homes of high profile, high net-worth PMEB subscribers on Fridays, where most people have the luxury of time to read in the comfort of their homes (mainly private landed/condos) over the weekend
- **Convenient Format :-** Being compact has its advantages. Compact-sized newspapers have become popular and well accepted around the world. Changing lifestyles and reading habits of readers have dictated the need to be compact-sized

Profile of The Edge Singapore Readers*

1. Personal Profile

- Majority (83%) are male
- 98% are Singapore citizens and Permanent Residents
- 81% are 31 years and above (38% are aged 46 years and above)
- 58% live in private residences (landed property, condominium, private apartments); HDB 4/5-rooms, maisonette, HUDC (37%); and HDB 1-3 rooms (4%)

2. Employment Profile

- A significant 82% are Professionals, Managers, Entrepreneurs and Business people.
Top management – owner, partner, CEO, MD, CFO & CXO (34%);
Professionals – doctor, lawyer, engineer (18%); and Manager / Officer (31%)
- More than half (62%) work in companies with over 100 employees
- Top 3 industries are Banking & Finance (24%); Manufacturing (15%);
Business & Professional Services (14%)

Profile of The Edge Singapore Readers*

3. Financial Profile

- About a third (32%) have a monthly personal income of over \$9,000
- 49% have household income of over \$9,000
- A majority of 78% own both Gold and Platinum credit cards (net Platinum credit card is 17%)
- Whilst 64% have some type of bank loan, more than a third (34%) do not have any loans

4. Travel Behavior

- On average, The Edge reader makes 5.76 business trips in the past year
- 40% of business trips were made on Business Class (38%) & First Class (2%)
- An average of 3 leisure trips were made where 95% were on Economy Class
- 76% own cars, of which 32% own cars of engine capacity of 2,000 cc & above

Profile of The Edge Singapore Readers*

5. Readership Behavior

- The Edge is mainly read at home (85%)
- The average time spent reading The Edge is 1 hour 14 minutes
- Half (51%) keep their copy for themselves while 49% share their copy with up to 6 others
- Up to a third (33%) have taken positive action upon seeing an advertisement in The Edge

Advertising & Promotional Activities To Grow THE EDGE Brand

- TVC on regional financial news broadcasting stations
- TVC in Commercial Buildings' Foyer/Lift Lobby TV Panels
- Print ads in selected publications
- Media partnerships/sponsorship tie-ups at Seminars/Events/Forums
- Awards Program in key relevant industries eg The Edge-Lipper Annual Fund Awards



Creative Advertising Options

A) 4-Page Wrap Around Full Jacket



Published rate: S\$68,435

Current Promotional rate: S\$48,000
(price before GST)

Value Add: 2x complimentary FPFC ads, Run-On-Page position
(To be utilized within 4 weeks of the full jacket insertion)

Booking deadline: 2 weeks before publication date (subject to space availability)

Material deadline: 1 week before publication date

Ad spec: Please call +65-62328656 or [email advertising.singapore@bizedge.com](mailto:advertising.singapore@bizedge.com)

The Edge Singapore
Wef May 2, 2012 Media Kit

Creative Advertising Options

B) 2 Page Half Jacket



Published rate: S\$40,300

Current Promotional rate: S\$29,000

(price before GST)

Value Add: 1x complimentary FPFC ad, Run-On-Page position
(To be utilized within 4 weeks of the half jacket insertion)

Booking deadline: 2 weeks before publication date (subject to space availability)

Material deadline: 1 week before publication date

Ad spec: Please call +65-62328656 or [email advertising.singapore@bizedge.com](mailto:email.advertising.singapore@bizedge.com)

The Edge Singapore
Wef May 2, 2012 Media Kit

Creative Advertising Options

C) Front Cover Stick-On

Rate per front cover stick-on: Available upon request

- Quantity: No. of copies available upon request

Terms & Conditions

- Cost includes handling, affixing, delivery, poly-wrapping & postage but excludes printing cost
- Sample must be provided for final confirmation
- Copy sighting: 3 weeks prior to publication date
- Booking Deadline: 2 weeks before publication date
- Submission Deadline: 1 week prior to publication date
(To be delivered to The Edge's printer at advertiser's cost)
- Maximum Size: 205mm (height) x 270mm (width)
- Paper Stock Weight: Min. 80gsm, Max. 100gsm

For latest info, please call +65-62328656 or email_advertising.singapore@bizedge.com

Creative Advertising Options

D) Free Standing Inserts

Option A: On the front Cover with clear Polybag

Handling cost per FSI: Available upon request

Option B: Inside the publication with clear Polybag

Handling cost per FSI: Available upon request

- Quantity: No. of copies available upon request

Terms & Conditions:

- Insert Weight: Not exceeding 30gm (re-quote required if weight exceeds 30gm and sample is required)
- Distribution: To subscriber copies only
- Booking Deadline: 2 weeks prior to publication date
- Submission Deadline: 1 week prior to publication date
(To be delivered to The Edge's printer at advertiser's cost)

For latest info, please call +65-62328656 or [email advertising.singapore@bizedge.com](mailto:advertising.singapore@bizedge.com)

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Website <http://www.theedgesingapore.com>

THE EDGE SINGAPORE ONLY

FULL COLOUR DISPLAY

FREQUENCY	FULL PAGE 37cm x 7 cols	HALF PAGE 18cm x 7 cols	JUNIOR PAGE 28cm x 5 cols
1x	\$11,065.00	\$6,410.00	\$6,900.00
3x	\$10,288.00	\$6,032.00	\$6,480.00
6x	\$9,770.00	\$5,780.00	\$6,200.00
12x	\$9,252.00	\$5,528.00	\$5,920.00
24x	\$8,475.00	\$5,150.00	\$5,500.00
36x	\$7,957.00	\$4,898.00	\$5,220.00
52x	\$6,921.00	\$4,394.00	\$4,660.00

BLACK & WHITE DISPLAY

FREQUENCY	FULL PAGE 37cm x 7 cols	HALF PAGE 18cm x 7 cols	JUNIOR PAGE 28cm x 5 cols
1x	\$9,065.00	\$4,410.00	\$4,900.00
3x	\$8,288.00	\$4,032.00	\$4,480.00
6x	\$7,770.00	\$3,780.00	\$4,200.00
12x	\$7,252.00	\$3,528.00	\$3,920.00
24x	\$6,475.00	\$3,150.00	\$3,500.00
36x	\$5,957.00	\$2,898.00	\$3,220.00
52x	\$4,921.00	\$2,394.00	\$2,600.00

SPECIAL-SIZE ADVERTISEMENTS

BOTTOM PANEL

Front Page only (7cm x 7 cols)	\$8,200
Rop - Full colour (10cm x 7 cols)	\$4,000
Rop - 1 Spot (10cm x 7 cols)	\$3,600
Rop - Black & White (10cm up to 14cm x 7 cols)	\$3,600

*Note: All rates quoted are in S\$
Rates do not include 7% GST

ADVERTISING RATES

2012

BLACK & WHITE

FREQUENCY	RATE PER COL CM
1x	\$35.00
3x	\$32.00
6x	\$30.00
12x	\$28.00
24x	\$25.00
36x	\$23.00
52x	\$19.00

COLOUR SURCHARGE (PER PAGE)

Full colour	\$2,000
1st & 2nd spot colour*	\$1,800

(process/standard/matched)*

PREMIUM

Back page (37cm x 7 cols only)	plus 40%
First full/junior/half page (any section)	plus 45%
Front half right hand page	plus 40%
Specified page/position	plus 40%
Solus (sole ad on the page)	plus 40%
Centrespread	plus 40%

DISCOUNT

Centrespread/ Double page spread	less 10%
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TECHNICAL SPECIFICATIONS

FULL-PAGE DIMENSIONS

Type area **370mm(H) x 262mm(W)**

Bleed advertising materials are NOT ACCEPTED

DISPLAY AD (ROP)

Column per page	7
Full-page type area	370mm(H) x 262mm(W)
Column width	38mm(rule to rule), 34mm(type area)
Column depth	370mm
Double page spread	370mm by 268mm X 2 pages

COLUMN-WIDTH SPECIFICATIONS

(TYPE AREA)

1 column	34mm
2 columns	72mm
3 columns	110mm
4 columns	148mm
5 columns	186mm
7 columns	262mm
10 columns	384mm
14 columns (Centrespread)	536mm

MATERIAL REQUIREMENTS

Digital Format Requirement Acrobat pdf format with embedded fonts and colour contribution in CMYK, colour proofs to be provided

Resolution 300dpi

PDF ad materials to be submitted via e-mail to theedgesingapore@gmail.com or via Quickcut

DEADLINES

Publication date	Every Monday
Booking	1 week before publication date
Copy/material	By 4pm every Tuesday before publication date
Cancellation Normal Ads	2 weeks before publication date
Specified/Creative Ads	6 weeks before publication date
Prime positions (Front Panel, 1st Junior Page, 1st Full Page and Outside Back Cover) are non-cancellable	